

What is claimed is:

1. An information processor for processing guide information for giving a guide on programs, comprising inserting means for inserting identification codes for identifying predetermined parts of said guide information into said guide information.

2. The information processor according to Claim 1, wherein said guide information comprises a text and said inserting means inserts the identification codes for identifying predetermined character parts composing said text into said guide information.

3. The information processor according to Claim 2, wherein a plurality of types of identification codes are prepared and said inserting means inserts said identification codes of the type corresponding to the contents of said predetermined character parts into said guide information.

4. The information processor according to Claim 3, wherein said identification code comprises identifiers for identifying the position of the predetermined character part within said text and classification information for classifying the predetermined character part.

5. The information processor according to Claim 4, wherein said classification information is arranged in a hierarchical structure.

6. The information processor according to Claim 1, further comprising transmitting means for transmitting said guide information in which said identification codes have been inserted together with said program.

7. An information processing method for processing guide information for giving a guide on programs, comprising a step of inserting identification codes for identifying predetermined parts of said guide information into said guide information.

8. An information processor for processing transmitted data, comprising, when said transmitted data contains guide information for giving a guide on programs and identification codes for identifying predetermined parts of the guide information are inserted in said guide information:

separating means for separating said guide information from said transmitted data;

sampling means for sampling said predetermined parts out of said guide information based on said identification codes inserted into said guide information; and

processing means for implementing predetermined processes based on the sampling result of said sampling means.

9. The information processor according to Claim 8, wherein said guide information comprises a text and

identification codes for identifying predetermined character parts composing said text are inserted in said guide information.

10. The information processor according to Claim 9, wherein a plurality of types of identification codes are prepared and said identification codes of the type corresponding to the contents of said predetermined character parts are inserted into said guide information.

11. The information processor according to Claim 10, wherein said identification code comprises identifiers for identifying the position of the predetermined character part within said text and classification information for classifying the predetermined character part.

12. The information processor according to Claim 11, wherein said classification information is arranged in a hierarchical structure.

13. The information processor according to Claim 8, wherein said processing means controls display of said predetermined part in displaying said guide information.

14. The information processor according to Claim 8, wherein said processing means retrieves said predetermined part or retrieves said guide information containing said predetermined part.

15. An information processing method for processing transmitted data, comprising steps of, when said transmitted

data contains guide information for giving a guide on programs and identification codes for identifying predetermined parts of the guide information are inserted into said guide information:

separating said guide information from said transmitted data;

sampling said predetermined part from said guide information based on said identification codes inserted in said guide information; and

implementing predetermined processes based on the sampling result of said sampling means.

16. A broadcasting system comprising a transmitter for transmitting transmission data and a receiver for receiving the transmission data from said transmitter, wherein said transmitter comprises:

inserting means for inserting identification codes for identifying predetermined parts of said guide information into said guide information; and

transmitting means for transmitting said guide information in which said identification codes have been inserted by containing in said transmission data; and

said receiver comprises:

separating means for separating said guide information from said transmitted data;

sampling means for sampling said predetermined parts out of said guide information based on said identification codes inserted in said guide information; and

processing means for implementing predetermined processes based on the sampling result of said sampling means.

17. A broadcasting method of a broadcasting system comprising a transmitter for transmitting transmission data and a receiver for receiving the transmission data from said transmitter, said broadcasting method comprising steps of:

inserting identification codes for identifying predetermined parts of said guide information into said guide information; and

transmitting said guide information in which said identification codes have been inserted by containing in said transmission data in said transmitter; and

separating said guide information from said transmitted data;

sampling said predetermined parts from said guide information based on said identification codes inserted in said guide information; and

implementing predetermined processes based on the sampling result in said receiver.